

# **The Official Recruiter's Cheat Sheet**

In a trade show setting or any other face-to-face recruitment opportunity, you have an average 30 seconds to identify, qualify and recruit a prospective volunteer to fill out an application. Therefore you have to be prepared. Tell them:

- ✓ **Who we are looking for** – We're looking for people to volunteer as firefighters and emergency medical personnel.
- ✓ **Why we need them** – We need additional volunteers because due to many factors our ranks are down, our emergency responses are up and there are more jobs to do – requiring more people.
- ✓ **The benefits offered** – Free training, learn new skills, meet new people, serve your community, have fun, personal satisfaction and camaraderie. (See Fact Sheet)
- ✓ **The Commitment Required** – May not be as big as they expected. Don't sugar coat it – but don't oversell the requirements either.
- ✓ **Why you volunteered** – A sense of belonging, achievement, increased responsibility, diversity from paying job, growth and development, self-respect, challenge, recognition, have fun and enjoy life. You fill in the blanks.
- ✓ **How to apply** – Fill out an inquiry form for the recruiter to return to \_\_\_\_\_.
- ✓ **How the process works** – Their information will be forwarded to the appropriate fire department or emergency services agency and a rep from there will follow up with them. \_\_\_\_\_ (lead agency/governing organization) may follow up with them as well.

## *In General:*

- ✓ Have fun and be yourself.
- ✓ Speak slowly and listen intently.
- ✓ Be courteous and outwardly friendly. Invite them into your booth/space/firehouse.
- ✓ Show an interest in everyone. The person you take the time to listen to may not be a viable recruit – but they may know someone who is.
- ✓ If you don't know the answer to something – say so. Take down their information and tell them someone will contact them with the correct answer. Especially, do not comment on the requirements of or benefits offered by any department but your own.
- ✓ Never argue with a prospect. If necessary, tell them that you are not the person to comment on that subject and if they would like you to take their contact information – you will have someone follow up with them.

**Treat everyone as if *you* are someone  
they would want to volunteer with.**